MOISTURE-PROOF PACKAGES

PARAFFINED CARTONS

DISPLAYS

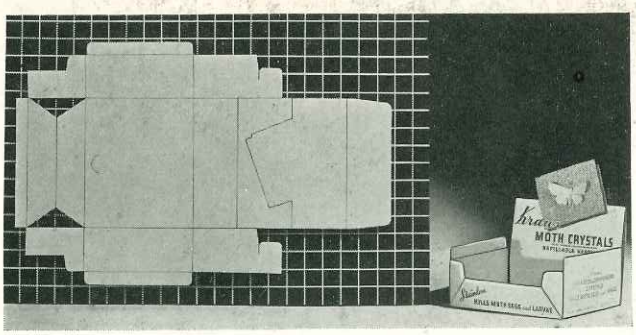
The skill and facilities of our well balanced packaging organization offers you expert counsel. This background has enabled R-T-G packaging to be among the leaders in the successful merchandising of many high grade products.

AYLOR-GLOBE Corp.

CINCINNATI • OHIO • U.S.A.

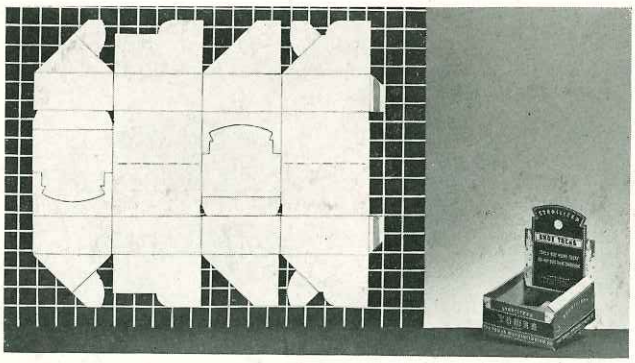
PITTSBURG • BOSTON • MEMPHIS • OMAHA

r·t·g



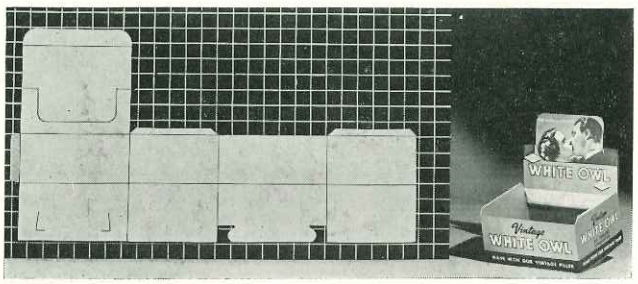
38

38. ONE-PIECE OVERLAPPING LOW FRONT DISPLAY CONTAINER. Similar to No. 37 except front is cut down to show face panel of articles when they are packed in an upright position. The tuck flap at the top of the container should be made long enough to provide full protection for the packaged contents at the front corner, where the low wall of the display container offers a relatively weak point.



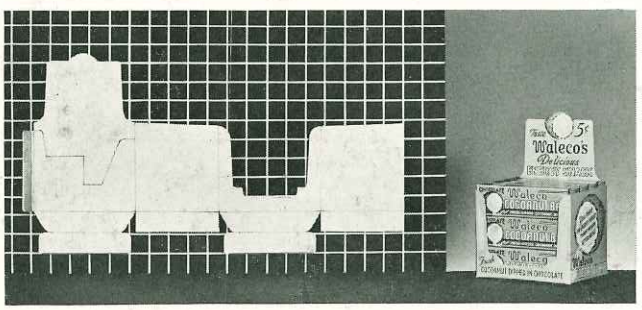
39

39. QUICKSET TWIN CARTONS. A new high speed economical twin carton that is designed to employ one piece of box board. They are so arranged that an easy pull at the corners separates them. With a flat carton left in each hand—a slight push against your chest sets them up automatically. These cartons are ideal for high speed production lines where space is limited. Patented and manufactured under license on special equipment.



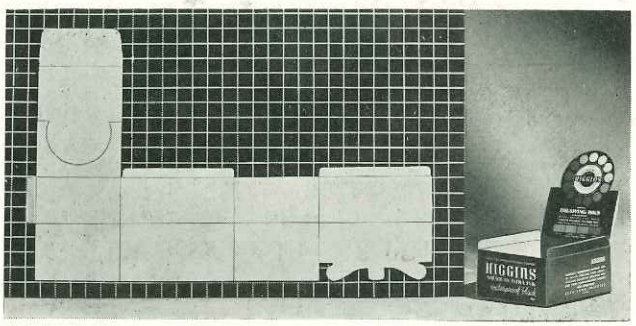
40

40. PANEL-FOLD DISPLAY CONTAINER WITH LOCK BOTTOM. Simple in construction and setting up. Cover is so arranged as to make an attractive display panel. Protective cover is optional. Stands flat on the counter and provides good visibility to the displayed items. Requires printing and coating only on one side of the board.



41

41. BROOKS TWIN DISPLAY CONTAINER. This container is a lock bottom low front, with a pivoting swing display card. The display card is designed to give the effect of printing on two sides. This effect is gained by twisting the card 180 deg. when display is set up.



42

42. PANEL-FOLD DISPLAY CONTAINER—WITH THREE CATCH LOCK BOTTOM. Same as No. 40 except bottom has three catches to carry heavier contents. The reader will note the wide number of variations in tab locking devices which are available to secure either ease of opening, sturdiness, the ability to carry weights, or some special feature such as tamper-proofness.

(over for other Tuppa boxes)

Sefton Can PARADE

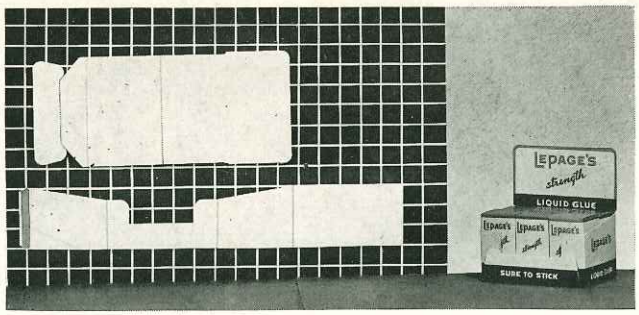
Designed to Fit Your Product

Each year products not previously packed in fibre cans are swelling these ranks.

SEFTON FIBRE CAN COMPANY

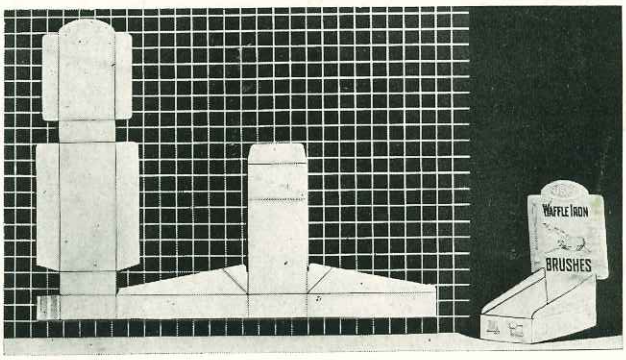
Plants—St. Louis, Missouri • New Iberia, Louisiana

DISTRICT OFFICES: Los Angeles San Francisco Denver Tampa Chicago Des Moines
New Orleans Boston Detroit Kansas City St. Paul Omaha New York Cincinnati Cleveland
Oklahoma City Pittsburgh Memphis Nashville Dallas Houston Salt Lake City Seattle



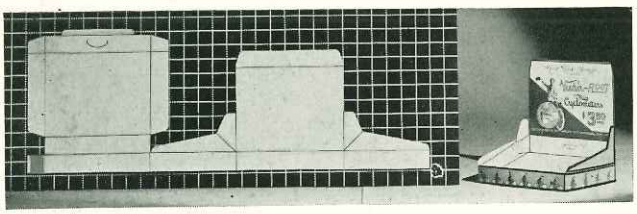
43

43. BROOKS TWIN DISPLAY CONTAINER. A patented twin display container, the two sections nesting into each other, giving the dealer two distinctive counter displays. This unit of two containers requires a protective sleeve for shipping. It is economical and easy to set up by the packer and the retailer.



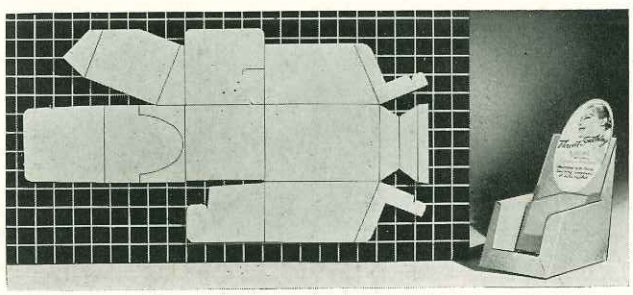
44

44. BROOKS DOUBLE-COVER DISPLAY CONTAINER. An elevating display in which the retailer must set up the display panel in order to uncover the contents, with a positive wing type support for elevated section of the container. An important feature in containers of this type is the element of fool-proofness in respect to the dealer. The ideal calls for a unit for which there can be only one way—the correct way—of opening for display purposes. Short of this ideal, the fullest, simplest and best illustrated descriptions for setting up will prove of aid to the dealer.



45

45. BROOKS TILTING DISPLAY CONTAINER. This style is equipped with a rear tab which the dealer elevates and secures in the rear panel, effectively displaying the merchandise at a desirable angle. This tab may be seen as indicated in the diagram-photo, upper left hand corner. This is a patented display container type of construction.



46

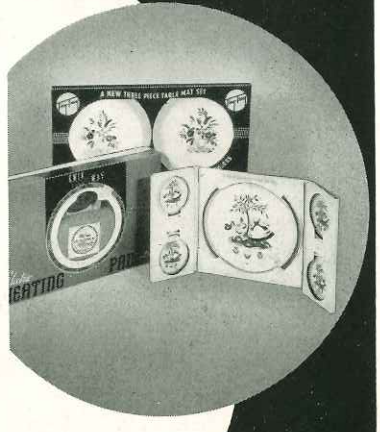
46. RHOMBOID DISPLAY CONTAINER. The sloping sides and special construction of this container permit of displaying goods in slanting tiers. Provided with protective sleeve, it may be shipped packed in set-up form ready for dealer to display. Well suited for small items such as cartoned bottles and tubes. One of a number of variations of the Rhomboid class.

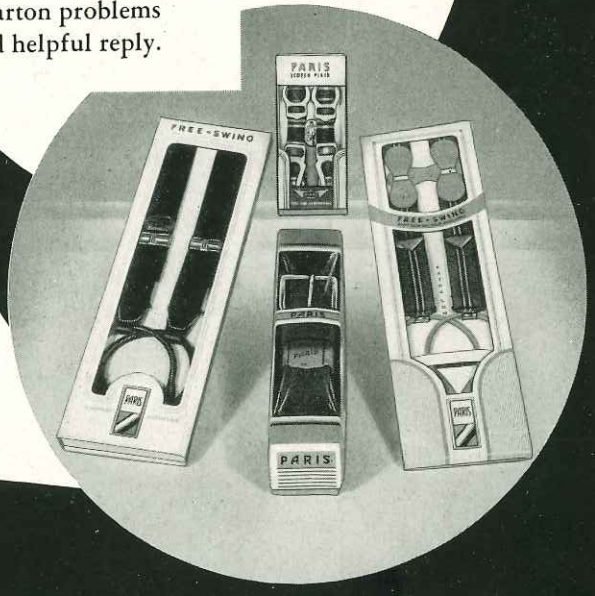
IN THE Ace SPOTLIGHT PARADE..

YEAR after year the spotlight parade of Ace craftsmanship shines on many satisfied Ace customers. The few examples shown on this page indicate how we meet the many every day problems of folding carton and counter display designing with sound, intelligent planning within our own creative department. Day after day, just such problems as those shown here are trusted into our hands for development along sensible lines. Into every Ace creation is built the unusual but sound principles of consumer appeal — plus product enhancement, which in every case has resulted in greater return for the few extra dollars invested. Because why?—because creative genius and "horse sense" have met on common ground.

•

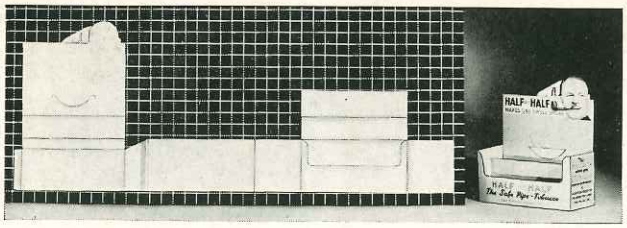
A letter outlining your carton problems will receive a prompt and helpful reply.





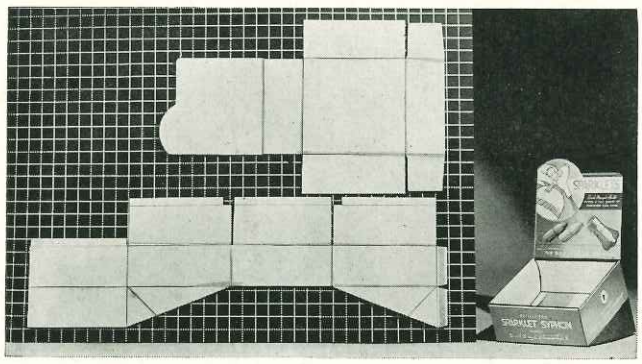
ACE CARTON CORPORATION
CREATORS OF FOLDING PAPER CARTONS, FOLDING DISPLAYS AND DISPLAY CONTAINERS
2538 SOUTH 50TH AVENUE • CHICAGO, ILLINOIS

ACE CARTON CORPORATION
ACE
Creators
CICERO ILL.



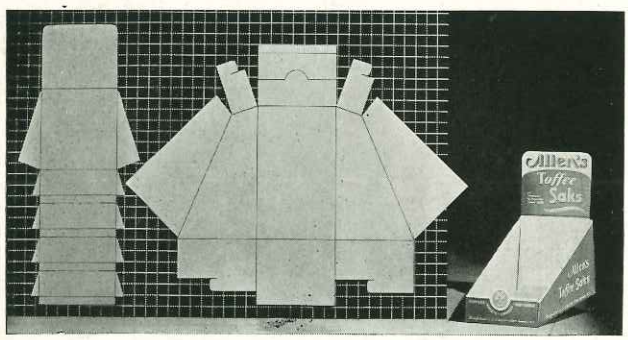
51

51. TWO-STEP DISPLAY CONTAINER. Patented display which shows products in two steps or tiers. Made in one piece, shipped flat. Easily set up by pushing down on two upright pieces which are scored to form the steps. Requires protective sleeve for shipping filled with merchandise. A simple, attractive display unit of sturdy construction and good counter stability.



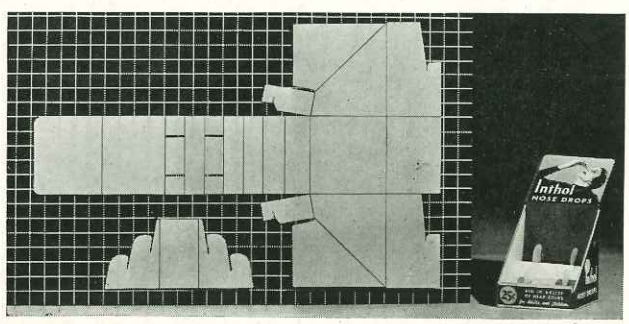
52

52. SIMPLEX DISPLAY CONTAINER. A special easel permits tilting this container at different angles, for effective display. Requires printing and coating one side only. Protective sleeve necessary for shipping. Principal feature is the simplicity with which the dealer may display the goods at an angle. Display panel is equipped with supporting flap which enables advantageous showing of the advertising message.



53

53. RHOMBOID DISPLAY CONTAINER. An effective new type of display container in which the individual packages are displayed in a staggered manner. Particularly useful for fragile items packed in glassine or transparent cellulose bags. Keeps packages in neat position while on display. This is a patented type of display container construction.



54

54. RHOMBOID TIER DISPLAY CONTAINER. A novel development, combining the stepped and tilted back arrangements. Well adapted for display of small articles. Provided with inner packing and protective cover to ship in set-up form. Note the interior dividers which prevent lateral movement of the products on display. A patented variation of the Rhomboid type of display container.

1940

(over)

SAVE TIME — With boxes that are quickly erected!

SAVE STORAGE SPACE — They come to you in the flat!

SAVE IN INVESTMENT — They require no equipment to erect!

SAVE YOUR PRODUCT FROM DAMAGE — SIMPLEX BOXES are extra strong and rigid!

★

Package your product in a paper carton that efficiently meets plant and production requirements; that saves space, time and money, — a box that is a silent, but effective salesman.

Look for the Trade Mark "SIMPLEX." SIMPLEX boxes are precision made. Why spend your money for imitations? Buy "SIMPLEX" Trade Marked boxes to guarantee quality.

Whatever your Product — whatever your problems, a suitable one or two piece SIMPLEX box is made to meet your requirements. Myriads of manufacturers package products in some form in paper cartons, and — SIMPLEX box users are successful.

★

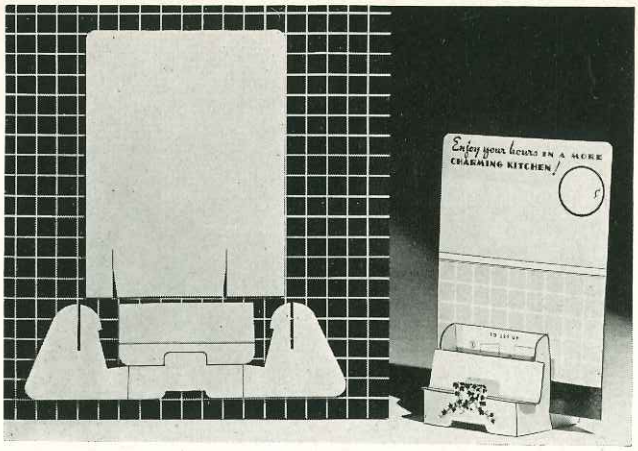
Write today for samples and full data.

SIMPLEX PAPER BOX CORPORATION

LANCASTER PENNSYLVANIA

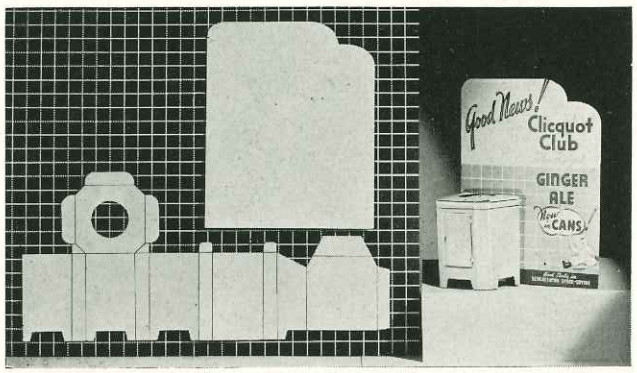
TRADE MARK REG. U.S. PAT. OFF. U.S.A. AND FOREIGN COUNTRIES
SIMPLEX PAPER BOX CORP. — LANCASTER, PA.

Trade Mark
Made Under License In All Parts Of The U. S. A. And Canada



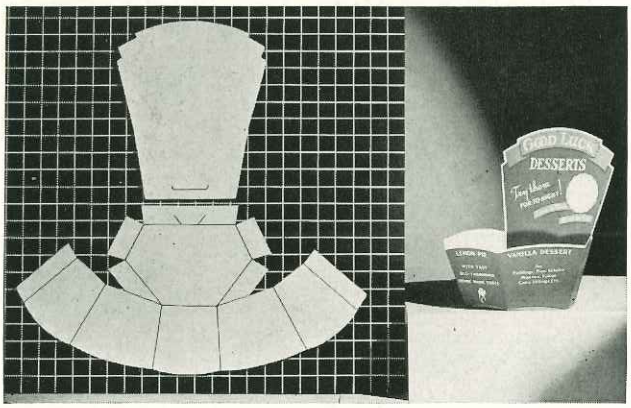
68

68. INDIVIDUAL DISPLAY STAND AND CARD. An inexpensive, effective, two-piece unit which raises the product above the level of the counter and gives close tie-up with the advertising method. By interlocking the stand portion with the display card, a rigid easel support has been formed to hold the product and card in an upright position. Some users design the card so that it may be re-used by the dealer as a unit by itself after the display has served its function.



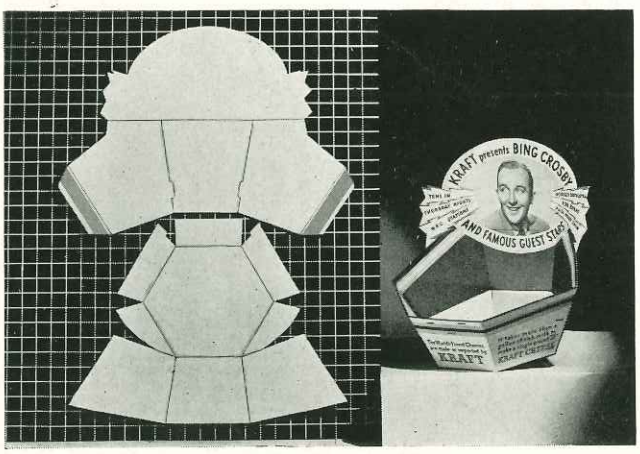
69

69. PLATFORM STAND AND CARD. Designed to project into consumer consciousness the original offering of ginger ale in cans. The actual can, in place on the refrigerator in the assembled unit, covers the empty space below "Good News!" and provides, in the manner shown in the illustration, a focal point for copy concentration. Considerations of economy dictated the simplest possible structure (commensurate with three dimensional effect). Innumerable variations of this platform type of design are, of course, possible.



70

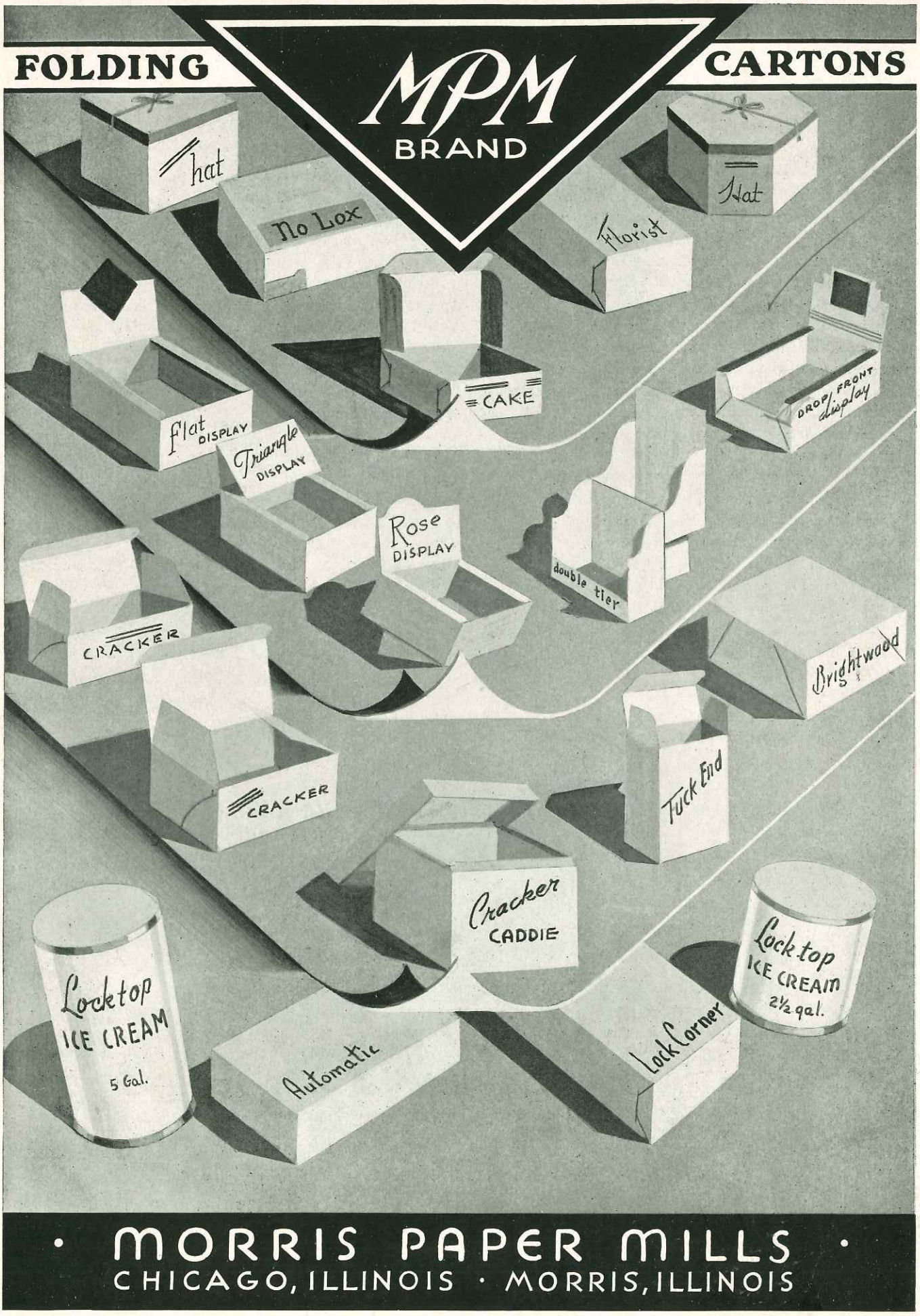
70. BASKET DISPLAY CONTAINER. A container designed primarily for aisle table and counter display of small packages of quick-sale type, such as gelatine desserts. Does not serve as shipper but is easy to set up, displaying goods in studied disorder, thus encouraging self-service without disturbing unity of display. An extremely effective type of mass display widely used in the drug and grocery fields.



71

71. BASKET DISPLAY CONTAINER. Similar to No. 59 except for general shape of basket portion and display panel. The display panel has been creased so that it can be folded to fit a shipping case. This does not interfere with the rigidity of the panel when on display as the panel is forced into a curved position.

1940


FOLDING
MPM
BRAND
CARTONS
Hat
No Lox
Florist
Hat
CAKE
Flat DISPLAY
Triangle DISPLAY
Rose DISPLAY
DROP FRONT display
double tier
CRACKER
Brightwood
CRACKER
Tuck End
Cracker CADDIE
Locktop ICE CREAM 5 Gal.
Automatic
Lock Corner
Lock top ICE CREAM 2½ gal.
· MORRIS PAPER MILLS ·
CHICAGO, ILLINOIS · MORRIS, ILLINOIS

Stayed and Stapled Cartons

Intermediate between the set-up box and the folding carton is the stayed or stapled type which is formed of a folding blank, usually pre-printed. These types are delivered to the user die-cut and scored. As finished boxes are required, the flats are taken from stock and erected, usually at a convenient point on the assembly line.

The metal edge type of box uses a patented metal stay which is cut from a reel by machine at the moment of application. The operator merely holds the blank in proper position on the anvil of the staying machine and controls the staying mechanism by foot pedal. An entire box can thus be assembled in a few seconds.

In some instances, the staying machine or machines are located alongside assembly and packing tables, thus making the whole packaging procedure a part of the production line. Other firms maintain separate assembling departments in which boxes of a number of types and sizes are assembled for hour-to-hour needs.

Boards used in metal-edged boxes are available in a number of colors, weights and finishes. Practically every type of decoration may be utilized. Stay material is available in a number of widths and in colors to harmonize or contrast with the board.

Stay metal is delivered in reels and automatically cut to the required length by the staying machine.

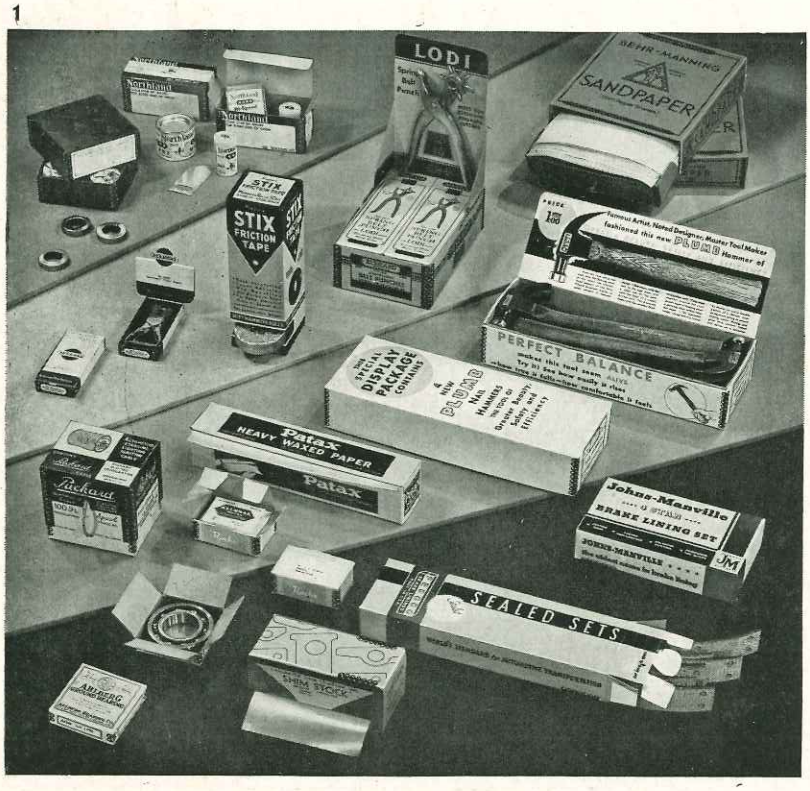
Among the advantages claimed for metal edge boxes is a very substantial reduction in space required for storage (when the alternative type of container is of set-up or pre-formed construction). Production of boxes is more directly related to other factory production schedules and thus the box user is free from some of the hazards involved in a reliance upon outside sources, provided that an adequate stock of blanks is maintained.

An almost infinite variety of constructions and types of metal edge boxes is possible. Most common are the one-piece, tuck lid type and the two-piece telescoping type. Metal edge boxes are very frequently used as sample mailers and as mailers for small and fragile articles, where the metal stay provides a high degree of rigidity to resist shipping shocks.

In the hardware industry and in some other cases where appearance is not a major factor, boxes are assembled from blanks with the use of stapling equipment, one or two staples being applied at each corner. This procedure is also followed in many instances for packages designed primarily for storage use by dealers.

1. A few of the many types of metal edge boxes, dispensers and displays. Photo courtesy National Metal Edge Box Co. **2.** Stapled two-piece telescoping box as used by nut and bolt manufacturer. **3.** Metal knife edge attached to folding carton for waxed paper.

1



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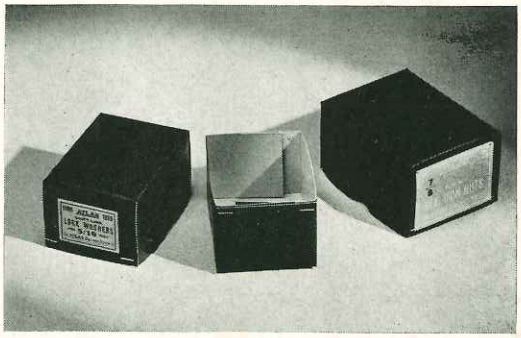

3